



OCTOBER 2020

**FORT BENNING**

COMMERCIAL SPONSORSHIP AND ADVERTISING







# ***So you want to reach your target? You've come to the right place.***

Reach more than more than 40 thousand Soldiers, Families and Civilians, as well as thousands of Retirees, Veterans and their Families.

**We'll put you on the front lines for market segments that are primed to hear what you have to say. We cover the entire life cycle for Enlisted Soldiers and Officers, from entry through retirement:**

- **Gender Distribution overall Army<sup>1</sup>**
  - ~ 16% Women
  - ~ 84% Men
- **Entry Level/First-Termers (E1 – E4)**
  - ~ 55% of Enlisted Soldiers<sup>2</sup>
  - ~ 30% will stay in the Army until retirement eligible<sup>3</sup>
- **Mid-Level Management/Junior Non-Commissioned Officer (E5 – E6)**
  - ~ 32% of Enlisted Soldiers<sup>2</sup>
  - ~ 70% will stay in the Army until retirement eligible<sup>3</sup>
- **Senior-Level Management/Senior Non-Commissioned Officer (E7 – E9)**
  - ~ 13% of Enlisted Soldiers<sup>2</sup>
  - ~ 96% will stay in the Army until retirement eligible<sup>3</sup>
- **Junior Executives/Company Grade Officers (O1 – O3)**
  - ~ 53% of Officers<sup>2</sup>
  - ~ 61% will stay in the Army until retirement eligible<sup>3</sup>
- **Senior Executives/Field Grade Officers (O4 – O6)**
  - ~ 31% of Officers<sup>2</sup>
  - ~ 95% will stay in the Army until retirement eligible<sup>3</sup>
- **CEO/COO/Flag Officers (O7 – O10)**
  - ~ .3% of Officers<sup>2</sup>
  - ~ 15.7% of Warrant Officers<sup>2</sup> (WO1 – W05)

<sup>1</sup>DMDC - Active Duty End Strength, Profiles: "Officer" and "Enlisted" as of June 2016;

<sup>2</sup>DMDC "Active Duty End Strength Profile" Set - June 2016;

<sup>3</sup>Latest Retainment statistics are from 2013



## What makes our consumers so compelling?

### The military community:

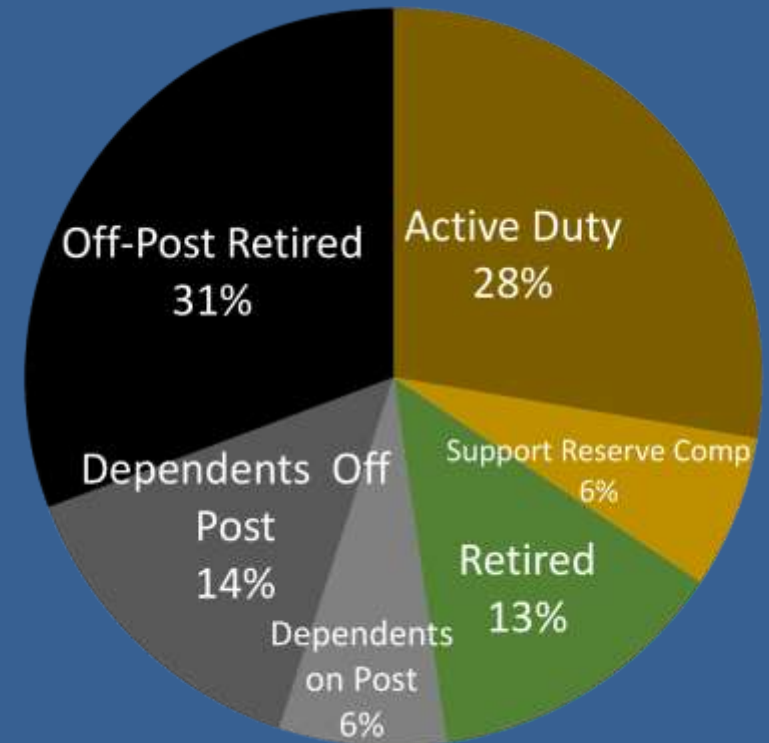
- **HAS TIME FOR LEISURE:** Soldiers earn 30 vacation days a year.
- **HAS MONEY TO SPEND:** Soldiers typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.
- **IS YOUNG:** Fifty-eight percent of Active Duty Soldiers are younger than 30, and the average age is 29.
- **IS SMART:** Army Soldiers are well educated, G.I. Bill provides them and their families opportunities for further education.
- **MOVES AROUND:** Approximately 29 percent of Armed Forces personnel<sup>3</sup> were geographically mobile between 2011 and 2012, versus 12 percent of employed civilians.

<sup>2</sup>DMDC "Active Duty End Strength Profile" Set - June 2016;

<sup>3</sup>2010-2014 American Community Survey 5-Year Estimates (census.gov)

### Our Demographics

## Every sound strategy needs good intel.



Active Duty	27,436
Support reserve Component	6,639
Retired	13,248
Dependents On-Post	7,268
Dependents Off-Post	14,146
Off-Post Retired	30,487
Civilian Employees:	
DoD Appropriated:	3,250
Non Appropriated, AAFES	
Contractors and others	5162

TOTAL PERMANENT POPULATION: 107,636





**Family and MWR, Fort Benning's** mission is to provide exceptional and diverse Family and MWR programs and services that enrich the quality of life for all who serve.

We provide recreational programs and events for our Soldiers and Families that sustain resiliency and promotes a quality of life

***Our** philosophy is that Soldiers are eligible to the same quality of life as is afforded the society they are pledged to defend. Keeping an Army ready to fight and win takes more than hard work and training. Soldiers need a balance of work and play. The Family and MWR mission is to create and maintain "First Choice" MWR products and services for America's Army, essential to a ready, self-reliant force.*



## YOUR INVESTMENT BENEFITS LEVELS OF SUPPORT:



### \$5,000 and below:

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Verbal sponsor recognition
- Posters in your business to display

### \$10,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to two each)
- Verbal sponsor recognition
- Customized event banner
- Posters for businesses to display
- Six months 10 second static spot on FMWR Digital Network (23 Locations)
- Six months Side Bar Ad on [www.benning.armymwr.com](http://www.benning.armymwr.com)

### \$15,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to two each)
- Verbal sponsor recognition
- Customized event banner
- Posters in your business for display
- Six months 10 second static spot on FMWR Digital Network (23 locations)
- Six months Side Bar Ad on [www.benning.armymwr.com](http://www.benning.armymwr.com)
- Three (3) posts on Social Media (one per month; three months)
- A 'thank you' for supporting our Soldiers and families with a click through to sponsors fb page or content.

### \$20,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to 6 each)
- Verbal sponsor recognition
- Posters in your business to display
- Customized event banner(s) up to two
- One year 10 second static spot on FMWR Digital Network (23 locations)
- One year Side Bar Ad on [www.benning.armymwr.com](http://www.benning.armymwr.com)
- Two weeks of one static ad on the three MWR marquees located on Benning Road, Uchee Creek Bridge and I-185
- Six (6) posts on Social Media (one per month; 6 months) A 'thank you' for supporting our Soldiers and families with a click through to sponsors fb page or content.

### \$25,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to 6 each)
- Verbal sponsor recognition
- Posters in your business to display
- Customized event banner(s) up to two
- One year 30 second motion spot on FMWR Digital Network (23 locations)
- One year Leader Board Ad on [www.benning.armymwr.com](http://www.benning.armymwr.com)
- One month of one static ad on the three MWR marquees located on Benning Road, Uchee Creek Bridge and I-185
- Twelve (12) posts on Social Media (one per month) A 'thank you' for supporting our Soldiers and families with a click through to sponsors fb page or content.
- QR code next to sponsor logo on all marketing materials relating with destination choice by sponsor.



# INVESTMENT OPPORTUNITIES

## Child and Youth Services

### Child and Youth Services MOTHER AND SON BALL

**Event Date:** February 15, 2020

**Event Location:** Benning Club

**Estimated Attendance:** 250

This formal, themed event allows Fort Benning mothers and sons the opportunity to get some much needed night-on-the-town time. Each year, we provide an elegant dinner, professional photographer, favors, along with a dance floor for the couples and special entertainment. The event is always a big hit with Fort Benning families.

Sponsorship Commitment: \$500

### Child and Youth Services SPRING EGGSTRAVAGANZA

**Event Date:** April 4, 2020

**Event Location:** Riverside, Home of the Commanding General

**Estimated Attendance:** 3,500-4,000

Child and Youth Services will host a good old-fashioned Easter Egg Hunt. This event has become a long-standing tradition for Fort Benning Families. Soldiers volunteer from the Better Opportunities for Single Soldiers (BOSS) program and dress up as Mr. and Mrs. Easter Bunny, and various other characters to entertain and hand out candy to the children. The Easter Bunny will be available for photos throughout the day. Morning festivities include face painting, crafts, inflatables and various types of entertainment.

Sponsorship Commitment: \$750

Title Sponsorship Commitment: \$3,000

### Child and Youth Services FATHER AND DAUGHTER BALL

**Event Date:** May 24, 2020

**Event Location:** Benning Club

**Estimated Attendance:** 250

This formal, themed event allows Fort Benning fathers and daughters the opportunity to get dressed up. Each year, there will be a candy bar, professional photographer, favors, along with a dance floor for the couples and special entertainment. The event is always a big hit with Fort Benning families.

Sponsorship Commitment: \$500



UNITED STATES ARMY  
**CHILD & YOUTH SERVICES**





## INVESTMENT OPPORTUNITIES, continued

### Child and Youth Services

#### LONG MEMORIAL LIBRARY SUMMER READING PROGRAM

**Event Dates:** June to July 2020

**Event Location:** Sayers Memorial Library

**Estimated Attendance:** 100 Family members per event

Sayers Memorial Library Summer Reading Program encourages children to continue reading throughout the summer. There is also the opportunity for the children to win prizes for the most books read. This program is extremely popular among children age 3-15. We encourage our Sponsors and Leaders to take the opportunity to read to our military kids.

Sponsorship Commitment: \$1,000

Title Sponsorship Commitment: \$3,000

#### CYS GEAR UP FOR SCHOOL BASH

**Event Date:** July 17, 2020

**Event Location:** CYS Campus

**Estimated Attendance:** 2,500-3,000

Just before the start of school, children from Fort Benning come out to receive free school supplies and enjoy a morning of entertainment, fun, games, food and giveaways. This serves as their last celebration before returning to school. Last year, more than 3,000 family members attended this event and received many cool giveaways.

Base Sponsorship Commitment: \$750

Title Sponsorship Commitment: \$3,000

#### SANTA AT RIVERSIDE

**Event Dates:** 10 December 2020

**Event Location:** Riverside, Home of the Commanding General

**Estimated Attendance:** 4,000

Every December, Child, Youth & Services (CYS) hosts the Fort Benning annual Christmas Tree Lighting and visit with Santa at Riverside. This event is a tradition and a wonderful way to welcome the holidays. The children participate in arts and crafts, Christmas carols, and book readings by the Fort Benning Schools. In addition, each child receives a treat-filled stocking and Christmas refreshments. Santa Claus is also on hand with his elves for photo opportunities with the kids.

Base Sponsorship Commitment: \$750

Title Sponsorship Commitment: \$3,000



## INVESTMENT OPPORTUNITIES, continued

### Child and Youth Services

## TITLE SPONSOR COMMITMENT FOR ALL CAMPS: \$2,800



#### Child, Youth and School Services: Youth Football Camp

**Event Date:** June 2020

**Event Location:** CYS Campus

**Estimated Attendance:** 100

Base Sponsorship Commitment: \$700

Title Sponsorship Commitment: \$1,500

#### Child, Youth and School Services: Youth Basketball Camp

**Event Date:** June 2020

**Event Location:** CYS Campus

**Estimated Attendance:** 100

This is our 3<sup>rd</sup> Annual Camp. CSU Basketball players give back to the Fort Benning Community and teach the youth the basic fundamentals of basketball and promote the importance of team work

Base Sponsorship Commitment: \$700

Title Sponsorship Commitment: \$1,000

#### Child, Youth and School Services: Youth Volleyball Camp

**Event Date:** June 2020

**Event Location:** CYS Campus

**Estimated Attendance:** 100

Base Sponsorship Commitment: \$300

Title Sponsorship Commitment: \$700





## INVESTMENT OPPORTUNITIES, continued

### Child and Youth Services

#### Child, Youth and School Services: Youth Nutrition Fair

**Event Date:** March 13, 2020

**Event Location:** CYS Campus

**Estimated Attendance:** 300

March is National Nutrition Month.

Family and MWR Child and Youth Services host a DCD Health and Nutrition Fair to promote a healthy lifestyle.

Base Sponsorship Commitment: \$500

Title Sponsorship Commitment: \$2,000



UNITED STATES ARMY  
**CHILD & YOUTH SERVICES**



## INVESTMENT OPPORTUNITIES, continued

### Child and Youth Services

#### **TITLE SPONSORSHIP COMMITMENT FOR CYS MIDDLE SCHOOL AND TEENS: \$3,000**

Child, Youth and School Services: Middle School & Teen Center Youth Sponsorship

Event Date: December 13, 2020

Event Location: CYS Campus

Estimated Attendance: 150

Child, Youth and School Services: Middle School & Teen Center Spring Break Bash

Event Date: October 5, 2020

Event Location: CYS Campus

Estimated Attendance: 100

Child, Youth and School Services: Middle School & Teen Center Open House

Event Date: October 5, 2020

Event Location: CYS Campus

Estimated Attendance: 100

Middle School and Teen services provides a variety of life enhancing programs that are specific to our youth. The Teen Center is a safe and educational outlet for learning social skills and many other quality of life experiences.

Child, Youth and School Services: Parent Education and Family Nights

Event Dates:

February 6, 2020

May 7, 2020

August 6, 2020

November 5, 2020

Event Location: CYS Campus

Estimated Attendance: 75 Families

Design to educate our parents on the many aspects of life that our youth experience everyday; social media, Anti-Bullying and other topics will be discussed.





## INVESTMENT OPPORTUNITIES, continued



### Life is Better @ Benning Expo

**Event Date: August 14, 2020**

**Event Location: Benning Club**

**Estimated Attendance: 2500-3000 patrons**

We're revealing Fort Benning's best kept secrets at the annual Life is Better at Benning Expo from 9am-1pm August 10 at the Benning Club, Supper Club. New to Fort Benning – or not! - You'll love this popular event. More than 70 vendors and representatives from MWR, on post organizations and agencies, local businesses and community organizations will gather at the Supper Club to give you an opportunity to learn more about life on Fort Benning and in the Chattahoochee Valley. The expo will also feature demonstrations, a Taste of Benning food sampling, door prizes and giveaways. Prizes include gift baskets, two-night stays at Uchee Creek and Destin, free oil change, free fitness classes, greens fee waiver from the Golf Course, free gun rental and day passes from the Recreational Shooting Complex, free bingo pack, lunch buffet from the Benning Club, free day pass to the Breezeway Pool and much, much more.

#### Sponsorship Commitment:

Title Sponsor: \$2,000

Silver Sponsor: \$400

Gold Sponsor: \$800

Home Based Business: \$75 (Must be Active Duty family member)





## Fort Benning Golf Course

### **ANNUAL WARFIGHTER GOLF TOURNAMENT**

**Event Date:** September 2020

**Event Location:** Fort Benning Golf Course

**Estimated Attendance:** 100-200 Golfers

Come join us on our beautiful 18-hole course and enjoy the game while promoting your company to some of Fort Benning's key leadership. This annual championship event generally draws approximately 75 players.

Bronze Level: \$500

Gold Level: \$1,000

Platinum Level: \$1,500

Presenting Sponsor: \$2,500

### **ANNUAL ARMOR VS INFANTRY GOLF TOURNAMENT**

**Event Dates:** September, October 2020

**Event Location:** Fort Benning Golf Course

**Estimated Attendance:** 50-100 Golfers

Come join us on our beautiful 18-hole course and enjoy the game while promoting your company to some of Fort Benning's key leadership. This annual championship event generally draws approximately 75 players.

Sponsorship Commitment: \$500

### **MONTHLY COMMANDING GENERAL'S GOLF SCRAMBLES**

**Event Date:** January – September 2020

**Event Location:** Fort Benning Golf Course

**Estimated Attendance:** 100-200 Golfers

Come join us on our beautiful 18-hole course and enjoy the game while promoting your company to some of Fort Benning's key leadership. This annual championship event generally draws approximately 75 players.

Sponsorship Commitment: \$1000





## INVESTMENT OPPORTUNITIES, continued



### INDEPENDENCE CELEBRATION

**Event Date:** June 25, 2020

**Event Location:** York Field

**Estimated Attendance:** 15,000-20,000

Fort Benning celebrates Independence Day in fine military tradition from live music to military demonstrations. This event is filled with fantastic entertainment from nationally known recording artists, carnival, various military demonstrations, and a Kids Zone filled with family fun activities. It is made complete with a wide variety of family-oriented activities, rides and games. A variety of food and beverages makes this day a perfect way for the whole family to celebrate our nation's independence. The event culminates with the largest fireworks show in the Chattahoochee Valley. This event is the only fireworks display in town and attracts tens of thousands!

Sponsorship Levels Available:

Base Package Fee: \$2,500

(Includes on-site booth setup, logo on event publicity and on-site recognition)

Kids Zone Title Sponsorship Commitment: \$6,000

Carnival Title Sponsorship Commitment: \$8,000

Stage Title Sponsorship Commitment: \$10,000



## INVESTMENT OPPORTUNITIES, continued



### OKTOBERFEST

**Event Date: October 16-18, 2020**

**Event Location: Uchee Creek Campground & Marina**

**Estimated Attendance is 12,000-15,000**

Oktoberfest is an annual event celebrating our German and American cultures and bringing our Soldiers, families and the community together for a weekend of live music, great food, and dynamic family entertainment. The event starts Friday evening with a traditional Keg-Tapping Ceremony. Saturday morning begins with a traditional German Volksmarch and 10K Cross-country Run. Throughout the day, attendees enjoy authentic German cuisine, such as bratwurst, pastries, pretzels and sauerkraut, as well as American favorites like hot dogs and hamburgers. Both German and American beverages are available to accompany all the tasty treats. A 100 foot by 130 foot Fest Tent is the center of the excitement, with live music from the MCoE Band and traditional German bands. Child and Youth Services (CYS) provide a variety of activities specially geared for our younger attendees.

Sponsorship Levels Available:

Base Package Commitments:

\$1,000 (One Day)

\$1,500 (Two Days)

\$2,000 (Three Days)

(Includes on-site booth setup, logo on event publicity and on-site recognition)

Children's Activity Area Title Sponsorship Commitment: \$5,000

Fest Tent Title Sponsorship Commitment: \$8,000





## INVESTMENT OPPORTUNITIES, continued



### **THE NEWCOMERS EXPO** **EVERY WEDNESDAY FROM 9AM-11:30AM** **Location: ACS Auditorium** **Estimated Attendance: 60-175 per week**

The Benning Club Newcomers Expo is an opportunity to directly engage with our incoming Soldiers and Family members. Soldiers that arrive to Fort Benning are required to attend the Newcomer's Expo. For some it is their first duty station, others are on a routine permanent change of duty, and there are those Soldiers who have returned to Fort Benning to retire. We want to let all of our Soldiers and spouses what the opportunities are here on Fort Benning and our Army community.

Sponsorship Commitments:

\$1,000 for One Month | \$2,400 for Three Months | \$3,600 for Six Months | \$5,000 for Twelve Months

### **THE FORT BENNING HUNTING, FISHING AND RECREATION OPEN HOUSE**

**Event Date: August 22, 2020**  
**Event Location: Benning Club**  
**Estimated Attendance: 300-500**

The Fort Benning Hunting, Fishing and Recreation Open House historically serves as a kickoff for the hunting season and provides updates on post hunting regulations and educational information of interest to hunters. This popular event also encompasses fishing laws, regulations and events, as well as other outdoor recreation events we may host. This event is great for the entire family and provides free food and lots of giveaways for both adults and children.

Sponsorship Commitment: \$250

In-Kind Sponsorship Needs: Hunting, Fishing or Recreation-related Door Prizes

### **FORT BENNING MULTI-GUN CHALLENGE**

**Event Date: November 12-15, 2020**  
**Event Location: Krilling Range, Shelton Range and Parks Range**  
**Estimated Attendance: 350-500**

Fort Benning holds nothing back with its Three-Gun Challenge! Participants will challenge their ability to shoot rifle, pistol, and shotguns. Shooters will get an opportunity to fire military weapons throughout the courses of fire designed and operated by members of the United States Army Marksmanship Unit. This event will feature a 4,000 square foot Hospitality Tent. Sponsors have the opportunity to setup a booth and showcase your business. A dinner will also be held in the tent after the shoot. Sponsors will be recognized along with the awarding of the prizes.

Sponsorship Commitments: (5) Levels to choose from \$1,000- \$5,000

In-Kind Sponsorship may include prizes for the competition



## INVESTMENT OPPORTUNITIES, continued



### WETHERBY FIELD COMMUNITY CONCERT

**Event Dates:** September 5, 2020 and November 7, 2020

**Event Location:** Wetherby Concert Field

**Estimated Attendance:** 2,000-3,000

Held on Saturdays, Wetherby Field concerts feature excellent talent playing the latest hits for all members of the Fort Benning community. The event offers your business an excellent opportunity to connect with not just the young, fresh market of the trainees just as they enter into one of the most productive times they ever have as a consumer but also the established consumer market. This event presents your business with the opportunity to create brand awareness and foster consumer loyalty, as well as taking part in creating a special memory for new Soldiers going through one of the most transitionally important times in their lives.

Sponsorship Commitments: \$1,000

\*Concerts may not be open to the public due to the performer's request.

### NFL SUPER BOWL VIEWING PARTY

**Event Date:** February 2, 2020

**Event Location:** Infantry Bar

**Estimated Attendance:** 250-300

The Infantry Bar is one of only two microbreweries in the city. The Brew Pub features big screen HD TVs with sports channels, pool tables, dartboards, video games and a huge selection of beverages. With these amenities, fantastic food and a great adult beverage selection, the Infantry Bar is the ideal place to watch the NFL Super Bowl. Each year, the Infantry Bar brings in a packed house (capacity is 300-350) for this awesome viewing party.

Sponsorship Commitments: \$500

### OPERATION HOLIDAY

**Event Dates:** December 2020 thru January 2021

**Event Location:** Various Locations

Every year, Fort Benning launches one of its most important missions: Operation Holiday. Our goal is to provide meaningful activities for Basic Trainees remaining on the installation during the holiday season. Operation Holiday's success has had a significantly positive impact on Soldier quality-of-life and well being. Partner with Family and MWR to host or sponsor an activity. Activities include a day out at a local attraction, movie screening or a day at the Bowling Center.

Sponsorship Commitments: \$500

In-Kind Sponsorship is always Needs: Athletic event tickets, sporting tickets, local event tickets and food and beverages





## INVESTMENT OPPORTUNITIES, continued



### BOSS (Better Opportunities for Single Soldiers)

**Event Dates:** Annual Programming

**Event Location:** Fort Benning, GA

**Estimated BOSS Members:** 175

The Better Opportunities for Single Service members (BOSS) program represents the voice of the single service member. If you're a single service member, BOSS members advocate for you by advancing quality of life issues on the installation, and in the barracks, to senior leaders on post and throughout the Army. The BOSS motto is "**Let Your Voice Be Heard**"

The BOSS program is based on **three program pillars**:

- Quality of Life
- Community Service
- Recreation and Leisure

Sponsorship Commitment: \$500



### The BOSS Program

- Generates awareness for Single Soldier concerns at all levels of Army Leadership
- Improves Soldier quality of life
- Helps Soldiers, their Families and the community through events and community service projects
- Affords Soldiers opportunities to compete and experience new adventures through recreation and leisure activities
- Represents the voice of the Single Soldier

### BOSS (Better Opportunities for Single Soldiers)

**Event Dates:** Teal Wheels Car & Bike Show

**Event Location:** Fort Benning, GA

**Estimated Attendance:** 500

The (BOSS) Program hosts an all wheels car and bike show. Some of the communities best tricked out and vintage cars and bikes in the area will be on hand. Over 120 cars and bikes entered in the show in 2019. BOSS also cross promotes the SHARP Program in their efforts to . Great venue for visibility and engagement for your Brand.

Base Sponsorship Commitment: \$500

Title Sponsorship Commitment: \$1,500





# SPORTS

## Oktoberfest 10K Cross Country

Event Date: October 17, 2020

Event Location: Uchee Creek Activity Center, Fort Benning, GA

Estimated Runners: 500

Train now for the annual Oktoberfest 10K Cross Country Challenge! This popular run is the highlight of the three-day Oktoberfest Celebration at Uchee Creek. It starts at 9am Saturday at the Uchee Creek Activity Center, and from the starting line, participants will run through the hilly wooded area around Uchee Creek on rugged dirt paths. There's a reason we call this a challenge! This event is open to the public and all skill levels. The first 100 participants to register will get a t-shirt.

Sponsor Commitment: \$5,000







## Sports

### FORT BENNING CHESTY PULLER 13.1 TRAIL RUN

**Event Date:** March 14, 2020

**Event Location:** Kelley Hill

**Estimated Attendance:** 500

Located in deep in the woods of Kelley Hill, this challenging event consists of 13.1 trail run or a 5K Fun Run. With athletes representing all age groups. This run is a great opportunity to reach out the most athletic individuals in the Fort Benning community.

**Sponsorship Commitment:** \$500



### 5K Fun Runs

**Event Date:** December 2019 – May 2020

**Event Location:** Fort Benning, GA

**Estimated Runners:** 250-300

MWR Sports will host a 5K Run Series including five races:

Ugly Sweater Run, 9am Dec 14, 2019 at Doughboy Stadium  
4 Legged Love Run, 10am Feb 8, 2020 at Dog Park 2, on Zuckerman  
Bunny Run, 8am April 4, 2020 at Doughboy Stadium  
Summer Soaker, 8am, Jun 6, 2020 at Doughboy Stadium  
Run to Remember, 8am May 18 at Doughboy Stadium

**Sponsorship Commitment:** \$500 per race

**TITLE SPONSOR FOR ALL RACES:** \$2,250



# ADVERTISING INVESTMENT OPPORTUNITIES



## FAMILY AND MWR WEBSITE

A banner ad on the MWR Website is a site link to your website from ours, directly connecting our visitors to your website. The website receives an average of 50,000 visitors per month. It is linked throughout the Army and the world. Visit our website at [www.benning.armymwr.com](http://www.benning.armymwr.com).  
File Type: JPEG

Website	Leader Board (728*90 pix)	Side Bar 1 (300*250 pix)	Side Bar 2 (300*250 pix)	Square Ad (180*150 pix)
1 Month	\$500	\$350	\$220	
3 Months	\$750	\$560	\$420	
6 Months	\$1,450	\$750	\$600	
12 Months	\$2,500	\$1,380	\$800	\$180

## ADVERTISING ON DIGITAL SIGNS

Fort Benning MWR provides a healthy digital network. Signs are placed in over 26 buildings throughout Fort Benning with high foot traffic. Your message will be visible to over 20,000 patrons on a weekly basis.

Size: 1500 (Width) x 844 (Height) Pixels | Static Spots File Type: JPEG | 150 dpi Motion Spots File Type: WMV, AVI, MP4

Digital Signs	30 Second Motion Spot	10 Second Static Spot
1 Month	\$750	\$400
3 Months	\$1,500	\$800
6 Months	\$2,700	\$1,580
1 Year	\$4,800	\$2,000

## PACKAGE PRICING

Web Banner & Digital Signs	30 Second Motion Spot	10 Second Static Spot
1 Month	\$1,100	\$600
3 Months	\$2,025	\$925
6 Months	\$3,850	\$1,550
1 Year	\$6,800	\$3,280

### Digital Sign Locations

Smith Fitness Center, Audie Murphy Fitness Center, Sand Hill Recreation Center, Harmony Church Recreation Center, Benning Club, MWR Library, Army Community Service Building, MWR Tickets and Travel Office (Commissary Mall), Mall Bowling Center, Benning Brew Pub, Java Café Main Post, Java Café Harmony Church, Golf Course, Auto Skills Center, Uchee Creek Country Store, CYS Parent Central Services, CYS Youth Campus, MWR Bingo, MWR Laundromat and MWR After Hours.





# ADVERTISING INVESTMENT OPPORTUNITIES



## FAMILY AND MWR SOCIAL MEDIA

### Facebook

1 Post  
3 Posts  
6 Posts  
12 Posts

#### GRAPHIC PROVIDED

\$250  
\$450  
\$1,500  
\$3,000

#### GRAPHIC CREATION

\$325  
\$525  
\$1,575  
\$3,075

### Instagram

1 Post  
3 Posts  
6 Posts  
12 Posts

#### GRAPHIC PROVIDED

\$300  
\$500  
\$1,650  
\$3,450

#### GRAPHIC CREATION

\$875  
\$1,075  
\$2,200  
\$4,000

#### IGTV

\$425  
\$625  
\$1,750  
\$3,550

#### YOUR STORY

\$450  
\$650  
\$1,775  
\$3,575

### BEST DIGITAL BUY Web + Fb + Instagram

1 Month  
(one post Fb, one post Instagram, 30 days of website Leaderboard Ad)  
6 Months  
(6 posts to Fb, 6 posts to Instagram, 6 months of website Leaderboard Ad)  
12 Months  
(12 posts to Fb, 12 posts to Instagram, 12 months of website Leaderboard Ad)

\$1,200  
\$3,500  
\$7,500



## ADVERTISING INVESTMENT OPPORTUNITIES, continued



### Banner Placement

(Based on availability at specific locations)

Facility/Placement Area	3 Months	6 Months	9 Months	1 Year
Smith Fitness Center (Average Monthly Traffic: 15,000)	\$2,100	\$3,900	\$5,625	\$7,200
Gowdy Field (Average Monthly Traffic: 15,500)	\$2,100	\$3,900	\$5,625	\$7,200
Audie Murphy fitness Center (Average Monthly Traffic: 13,000)	\$1,800	\$3,300	\$4,725	\$6,000
Mall Bowling Center (Average Monthly Traffic: 11,000)	\$1,800	\$3,300	\$4,725	\$6,000
MWR Library (Average Monthly Traffic: 4,400)	\$1,800	\$3,300	\$4,725	\$6,000
Sand Hill Rec Center (Average Monthly Traffic: 8,000)	\$1,500	\$2,700	\$3,825	\$4,800
Harmony Church Rec Center (Average Monthly Traffic: 4,400)	\$1,200	\$2,100	\$2,925	\$3,600
Infantry Bar (Average Monthly Traffic: 1,400)	\$1,200	\$2,100	\$2,925	\$3,600





## ADVERTISING INVESTMENT OPPORTUNITIES, continued



### Posters, Flyers or Brochure Placement

(Based on availability at specific locations)

Facility/Placement Area	3 Months	6 Months	9 Months	1 Year
Smith Fitness Center (Average Monthly Traffic: 15,000)	\$1,050	\$1,950	\$2,800	\$3,600
Audie Murphy fitness Center (Average Monthly Traffic: 13,000)	\$900	\$1,650	\$2,350	\$3,000
Mall Bowling Center (Average Monthly Traffic: 11,000)	\$900	\$1,650	\$2,350	\$3,000
MWR Library (Average Monthly Traffic: 4,400)	\$750	\$1,350	\$1,915	\$2,400
Sand Hill Rec Center (Average Monthly Traffic: 8,000)	\$750	\$1,350	\$1,915	\$2,400
Harmony Church Rec Center (Average Monthly Traffic: 4,400)	\$600	\$1,050	\$1,465	\$1,800
Infantry Bar (Average Monthly Traffic: 1,400)	\$600	\$1,050	\$1,465	\$1,800
Java Café (Average Monthly Traffic: 1,100)	\$600	\$1,050	\$1,465	\$1,800
Benning Club (Average Monthly Traffic: 1,400)	\$600	\$1,050	\$1,465	\$1,800





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